

CD70-OWI-005

Revision H

EFFECTIVE DATE: 09/12/03

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# ORGANIZATIONAL ISSUANCE

CD70

## Management Reports

APPROVING  
AUTHORITY

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CHECK THE MASTER LIST-  
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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### DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline	Baseline	9/7/99	
Revision	A	11/10/99	Rev. Applicable Documents List
Revision	B	03/01/00	Rev. Applicable Documents List
Revision	C	04/24/01	Rev. Applicable Documents List
Revision	D	05/22/02	Rev. Applicable Documents List
Revision	E	05/24/02	Rev. Applicable Documents List
Revision	F	10/17/02	Rev. Section 5.4.6 and Deleted 5.4.7
Revision	G	05/15/03	General Revisions
Revision	H	09/12/03	General Revisions



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- 5.1.2 The report is accessed electronically through the CD70-main server; reports, daily reports, appropriate year, appropriate month, and the particular day intended. The Media Relations Department MSA is responsible for ensuring a daily report template is available each workday.
- 5.1.3 Media Relations Department personnel have access to the server and documents noted in paragraph 5.1.2.
- 5.1.4 Each Media Relations Specialist/Information Specialist is responsible for inputting his or her daily activities into the report in the established format, which can be found in the Daily Reports document located on the CD70-main server (see 5.1.2). The content of each entry is also the responsibility of the individual making the input.
- 5.1.5 Near the end of each workday, the MSA distributes the Daily Report, via e-mail. Distribution includes managers/directors on the official Marshall Organization Chart, members of the Media Relations Department, and other Marshall employees as approved by the Media Relations Department Manager. The final report is posted on the CD70-main server.

## 5.2 Media Relations Weekly Report

- 5.2.1 The Media Relations Weekly Report is a summary of activities conducted during the week, and consists primarily of a compilation of activities from the Media Relations Daily Reports (see 5.1), Upcoming Events, Television Coverage and News Clips. It is produced and distributed at the beginning of each workweek.

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- 5.2.2 The report is accessed electronically through the CD70-main server; Reports, Weekly Report, appropriate year, and date of the report (the numerical date on the Monday of the week prepared, such as 6/21/99).
- 5.2.3 Media Relations Department personnel have access to the server and documents noted in paragraph 5.2.2.
- 5.2.4 The Media Relations Department Editorial Assistant is responsible for compiling the Weekly Report in the established format outlined in Weekly Reports found on the CD70-main server (see 5.2.2). The Editorial Assistant is also responsible for making any necessary edits to the inputs as well as selecting inputs for the Weekly Highlights section of the report. If additional information is needed for the Weekly Highlights, it is obtained from the Media Relations Specialists, Exhibit Manager or Information Specialist who provided the original information.
- 5.2.5 When the Editorial Assistant completes the report, he/she informs the Media Relations Department MSA who proofreads and makes any necessary corrections. The MSA then prints out a hard copy of the report and provides it to the Media Relations Department Manager or designee for final approval. The Media Relations Department Manager or designee returns the report to the MSA who makes any changes noted, distributes the report via e-mail, and posts the final report to the CD70-main server.
- 5.2.6 Distribution includes managers/directors on the official Marshall Organization Chart; members of the Media Relations Department; the HQ Public Affairs AA, Deputy AA and all Division Directors; NASA Center Public Affairs Directors; and other NASA employees

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as approved by the Media Relations  
Department Manager or designee.

### 5.3 Weekly Notes

- 5.3.1 The Weekly Notes are narrative highlights of the week's most significant Media Relations activities. They are submitted every Thursday by to the CaER Directorate for incorporation into the CaER submission to the Center's Staff Notes. If no sufficiently significant activities occurred during any given week, a negative report will be submitted for that week.
- 5.3.2 The report is accessed electronically through the CD70-main server, Reports folder, Weekly Notes folder, appropriate year, and the date of the report.
- 5.3.3 All Media Relations Department personnel have access to the server and documents noted in paragraph 5.3.2.
- 5.3.4 The Editorial Assistant is responsible for compiling the Weekly Notes submissions for the Department. Submissions usually are selected from the Weekly Highlights section of the Weekly Report. If additional information is needed for the Weekly Notes, it is obtained from the Media Relations Specialist who provided the original information.
- 5.3.5 When the Editorial Assistant completes the weekly submission, she sends the input to the Media Relations Department MSA who proofreads and puts it in the predetermined format outlined in the Weekly Notes found on the CD70-main server (See 5.3.2). The MSA provides it to the Media Relations Department Manager or designee for final approval. The final report is then posted on the CD70-main server by the MSA. The report is then submitted to the Executive

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Support Assistant and MSA of the CaER  
Directorate.(See 5.3.2)

#### 5.4 Media Relations Metrics Report

- 5.4.1 The Metrics Report is a quantitative and qualitative summary of products and services provided by the Media Relations Department and results of those products and services. Metrics reports are compiled and distributed quarterly, and an annual report is compiled and distributed. (See 5.4.6)
- 5.4.2 The Media Relations contractor is responsible for compiling the report in the predetermined format outlined in the Metrics Reports located on the CD70-main server. Media Relations Department employees have access to the reports on the server. To access the reports, they go to CD70-main, metrics folder, and the year and quarter for the report that they want to review.
- 5.4.3 The report is compiled by the contractor using PRSuite, a metrics software program available to Media Relations personnel. PRSuite is accessible through the MSFCDB12 server, PRSuite, then ASRI PR Suite.fp5.
- 5.4.4 Data for the quarterly report is obtained by the contractor from Weekly Reports (See 5.2 above) information in PRSuite, and other sources as necessary and appropriate.
- 5.4.5 When the contractor completes the report, it is provided to the Media Relations Department Manager or designee for review and approval. Upon approval, information from the report is included in the department Smart Book by the Editorial Assistant. The report is posted to the

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CD70-main server, metrics folder. (See 5.5.2)

5.4.6 At the end of the calendar year, the Contractor and the Media Relations Department Manager decide on the format and content of an annual report on the department's activities. The annual report is prepared by the contractor and approved by the department manager. The annual report is distributed by the Management Support Assistant to the HQ Public Affairs AA, Deputy AA, Division Chief and Public Affairs Officers; NASA Center public affairs directors and news chiefs, MSFC managers, the Media Relations Department staff, and others as deemed appropriate by the department manager or designee.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS: None

9. RECORDS: None

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

All newly assigned Media Relations Department personnel and support contractors in the Media Relations Department are trained to operate this software by the Media Relations contractor.

12. FLOW DIAGRAM: None



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